

Targeting word of mouth using Meta

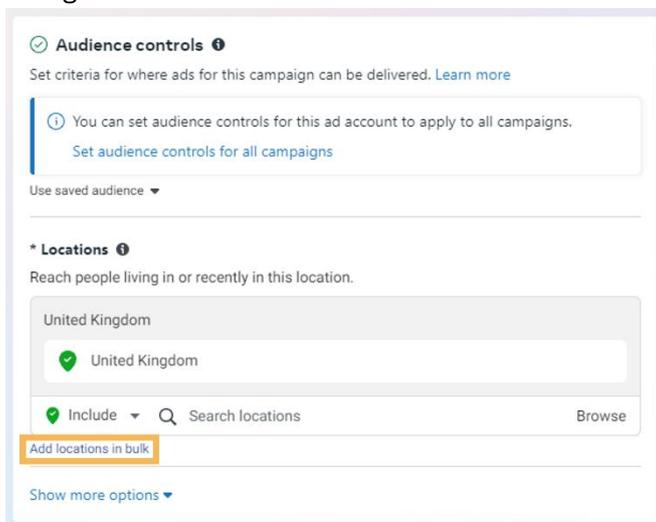
This guide will tell you all you need to know about aligning your meta campaigns to benefit from word-of-mouth using Herdify targeting.

The targets

The Herdify targets for meta are provided in a csv file which can be uploaded directly into Meta Ads manager.

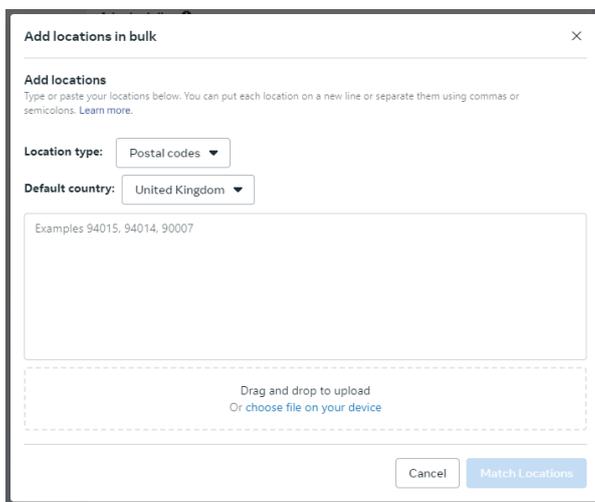
Uploading the targets to Meta

1. Navigate to the "Audience" section of "ad set creation/management" and select "Add



locations" in bulk.

2. In the dropdown next to 'Location type' select **Postal codes** and next to 'Default country' select **United Kingdom**.



3. Drag and drop the targets file into the dialog box. You will see postcode targets in the display window. Click **Match Locations**

Add locations in bulk [Close]

Add locations
Type or paste your locations below. You can put each location on a new line or separate them using commas or semicolons. [Learn more.](#)

Location type: Postal codes ▾

Default country: United Kingdom ▾

AL1 1
AL1 2
AL1 3
AL1 4
AL1 5
AL2 1
AL3 5
AL3 6

Drag and drop to upload
Or choose file on your device

Cancel Match Locations

4. Review the changes. Once satisfied click Add # locations to add the locations to your Audience.

Add locations in bulk [Close]

Review your list
Make sure that all of your locations are included and then add them to your campaign.

9 total locations 9 matched locations 0 errors [Download Locations ▾]

| Postal code | Town/City | County/Region | Country |
|-------------|--------------|---------------|----------------|
| AL1 1 | Saint Albans | England | United Kingdom |
| AL1 2 | Saint Albans | England | United Kingdom |
| AL1 3 | Saint Albans | England | United Kingdom |

Save this list to use it again [Back] [Add 9 locations]

Rollout and spend optimisation

Some users direct their entire budget towards word-of-mouth areas; however, many find they see better overall performance combining campaigns that capitalise on word of mouth activity with broader campaigns.

The optimal proportion of budget spent in word-of-mouth areas is individual for each brand, though typically it is in the range of 50-80%.

Testing

Many users want to set up a test to measure the benefit of using targeting word-of-mouth. Doing so can help identify how this targeting can best work within your mix of meta campaigns and will help you report the value of Herdify now and in the future.

We recommend that testing follow some simple guidelines:

1. Select a small number of campaigns to test first, no more than 3. We recommend selecting your largest campaigns by budget and/or responses (sales, web visits, whichever outcome is your key focus). Focusing on these larger campaigns will enable you to get meaningful results more quickly.
2. For each of your campaigns selected, set up 2 versions, one that targets the word-of-mouth targets and one that excludes these. This will allow you to see the difference in performance between ads that are shown in word-of-mouth areas against those that aren't.
3. Split the budget with 50% in each campaign.
4. Leave the test running for at least 1 month, or until you have observed about 300 of the target outcomes for each campaign. This will help generate significant results.

Warning: If the audience for the word-of-mouth is less than 10% of the size of the control campaign then you should split the budget unevenly, with 20% of spend in the word-of-mouth campaign.

5. Do not rely solely on in platform metrics for performance. This is necessary to measure the full impact of word-of-mouth on the campaign, as it includes people who were not targeted directly but who had the message passed to them by someone else. Performance is best measured using a third-party platform, such as Triple Whale. If this isn't available, reach out to your Customer Success Manager for support.

Rollout without testing

Some users don't want to exclude word-of-mouth areas from existing campaigns that perform well. The downside of not excluding, is it's difficult to quantify the benefits of targeting word-of-mouth for the brand. However, if a test is not possible, then the best action is to take a staged rollout with the following steps:

1. Select a small number of campaigns to test first, not more than 3. We recommend selecting your largest campaigns by budget and/or responses (sales, web visits, whichever outcome you are targeting). Focusing on these larger campaigns will enable you to get meaningful results more quickly.
2. Create a copy of each campaign selected, which targets the word-of-mouth areas. Assign 15% of the budget to this new campaign.
3. Monitor performance for at least 2 weeks. Preferably this will be done using a third-party platform, such as Triple Whale. If this isn't available, then talk to your Customer Success Manager about how Herdify can help.

Warning: In this set up there's the potential for the two campaigns to compete against each other, resulting in high CPMs or one campaign delivering a very small volume. If this is observed, then consider running a test that excludes word-of-mouth areas from the baseline campaign.

4. After at least a month observe the results. If there have been at least 300 of the target outcomes for each campaign, then you can move to the next steps. If there have not been this many outcomes, then the results may not be statistically significant and only very large differences in performance, over 50%, should be considered. If you are unsure if results are significant, please ask your Customer Success Manager for assistance, Herdify can calculate the significance for you.
5. Increase the amount of budget targeting the word-of mouth-areas if they are performing well. Increasing 10% of the budget is a good next step for most brands. Run the campaigns with the new budgets of 25% word-of-mouth 75% baseline for at least a month.
6. Repeat steps 4 and 5, gradually increasing the budget in the word-of-mouth campaigns. As the spend increases in the word-of-mouth areas it is possible that performance will start to decrease, because of the greater amount of budget being spent on a smaller audience.
7. The final stage is identifying the optimal split of budget between the campaigns. The optimum depends on the difference of performance between the campaigns at each level of budget. If you need help calculating the optimal amount please ask your Customer Success Manager for support.